



# 2020 HEATSTROKE **MEDIA BUY SUMMARY**

*Updated July 17, 2020*

# Table of Contents

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Executive Summary .....	3
Radio .....	6
Digital.....	10
Target Impression Summary.....	14
Glossary .....	15

# Executive Summary

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Far too many children die from heatstroke after being left alone in vehicles. The most common circumstance behind these tragedies is the driver simply forgetting that the child is in the vehicle (often associated with a change in the parents' daily routine) and the second most common is the child playing in an unattended vehicle. The goal of the Heatstroke 2020 campaign is to get parents and caregivers to remember to Look Before You Lock and to never leave a child unattended in a vehicle.

The Heatstroke 2020 campaign will be radio-centric to take advantage of in-vehicle consumption, where the message can carry the most immediacy. While priority will be given to terrestrial radio, podcasts and streaming audio will also be used to deliver the heatstroke message effectively and efficiently to the target audience.

Digital and social efforts will run on a geotargeted basis to 18 states that suffer a larger number of child heatstroke fatalities, including many warmer Southern states. This geotargeted digital weight will heavy-up the national radio plan in these areas.

Due to the length of the advertising period, the general market and Spanish language terrestrial radio weight levels will be at lower levels, and digital and social efforts will only be geotargeted to the 18-state area. States may consider local investments above and beyond the national plan to build additional frequency with the target audience during the buy period. This can be accomplished by securing complementary placements, particularly via local radio talent and streaming audio as well as digital channels for the remainder of the country, which will be receiving radio weight only.

## Media Strategy

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The primary media strategy is to build frequency to effectively communicate NHTSA's heatstroke message. The plan includes audio—terrestrial radio, podcasts and streaming audio—as well as digital opportunities utilizing an audience targeting strategy and social media platforms due to their high reach potential. All mediums will be activated in English and Spanish.

Terrestrial radio will be used for its reach, especially in-vehicle, and its efficiency. Research on reach by location tells us that 85% of radio listeners consume radio in the car—the highest usage context by far. Podcasts will run an announcer-read spot where the talent can lend a sense of urgency to the message and may go beyond the allotted time for the message to drive the point home. Streaming audio will geotarget the 18 high-fatality/warmer states and will increase reach to the parents of young children, who are light users of terrestrial radio, as well as increase frequency with those who use both types of audio delivery.

The digital strategy will be to hyper-target parents of young children and to build off the reach and frequency base created by the audio portion of the campaign. By focusing the digital effort on the 18 high-fatality/warmer states, a heavier digital presence will be possible versus a full national campaign. Given the reach potential, paid social also will be a significant portion of the digital effort.

## Revision

The paid media buy will now launch Wednesday, July 1, 2020. Media weight is adjusted to backfill the original hiatus flight weeks for continuous messaging through Sunday, September 27, 2020. The total flight will be reduced from 15 weeks to 13 weeks, while maintaining 99.7% of the total impressions.

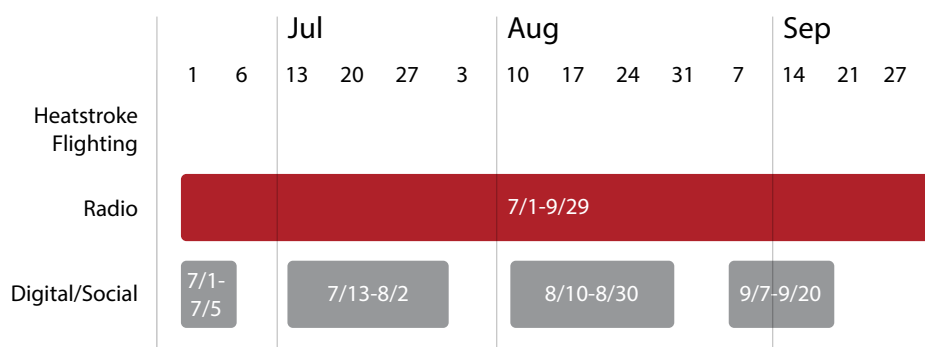
The supplemental radio schedule will begin Monday, July 20, 2020 and run for seven weeks through Sunday, September 6, 2020 to concentrate additional impressions during the higher fatality months of July and August.

## Advertising Period

Paid advertising will run from Wednesday, July 1 – Sunday, September 27, 2020.

- ▶ Media weight will be scheduled continuously throughout the flight, filling in the original hiatus weeks and backfilling the existing flight dates.
- ▶ Radio and digital/social weight will be scheduled to run congruently to help in efficacy of the message.

**Figure 1:** Media Flight Schedule



## Media Budget

Heatstroke Campaign	
General Market Radio	\$1,441,940.00
General Market Digital/Social	\$718,200.00
Spanish Radio	\$378,060.00
Spanish Digital/Social	\$121,800.00
<b>Total Media Budget</b>	<b>\$2,660,000.00</b>

## Target Audience and Geography

The target audience is adult parents 25-44 years old—specifically parents of very young children <1-year-old to 6 years old.

The paid media plan for the Heatstroke effort will be national in scope. However, the plan will place additional weight on the 18 states that suffer higher fatalities among children as well as geographies with higher average summertime temperatures:

- ▶ Alabama
- ▶ Arizona
- ▶ Arkansas
- ▶ California
- ▶ Florida
- ▶ Georgia
- ▶ Indiana
- ▶ Kentucky
- ▶ Louisiana
- ▶ Mississippi
- ▶ Missouri
- ▶ North Carolina
- ▶ Ohio
- ▶ Oklahoma
- ▶ South Carolina
- ▶ Tennessee
- ▶ Texas
- ▶ Virginia

# Radio

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Radio as a platform has large potential reach with parents of young children. Due to high in-vehicle reach, radio weight will be scheduled to focus on the hotter and prime commuting hours of the day, serving as a potential reminder to drivers with a child in the vehicle at the time.

The radio portion of the Heatstroke paid media campaign represents 68% of the total paid media budget, with approximately 21% of the total radio budget allocated to the Hispanic audience.

**Total Radio Impressions:** 518.88 million (66.29 million Spanish impressions)

## General Market

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The paid portion of the general market plan will be executed via iHeartMedia and Skyview Network as follows:

### **iHeartMedia Paid Portion**

#### **National Radio – Premiere**

The national radio plan will generate nearly 119 million impressions and will be extremely efficient. Pricing has been significantly lowered with NHTSA receiving remnant pricing in some cases.

Examples of the programming on the plan includes:

- ▶ American Top 40 with Ryan Seacrest
- ▶ Breakfast Club
- ▶ Elvis Duran and the Morning Show
- ▶ Women of iHeart Country

Some of the spots will be voiced by the on-air talent, lending additional authenticity and endorsement to the message.

#### **Podcasts**

The podcast plan will deliver more than 700,000 impressions.

Podcast integrations will use the iHeartPodcast Network and will also be on all major platforms including Apple Podcast, Google Play and Stitcher. These will be placed nationally on programming that reaches parents of young children. The spot will include an announcer live-read; it's not unusual to have the talent go over the allotted time on topics they feel passionate about.

Spots will run as a :30 pre-roll, :60 mid-roll and :30 post-roll.

Podcasts	Target Impressions
We Knows Parenting	1,890
Part-Time Genius	53,125
Daniel & Jorge Explain the Universe	181,514
Stuff You Missed in History Class	472,143

### SmartAudio

The SmartAudio programmatic plan will deliver over 17.7 million impressions.

The SmartAudio platform leverages iHeartMedia's first-party digital data from registered users, along with second- and third-party data from social networks and other data sources, to create audience segment profiles. The SmartAudio plan is developed using SmartAudio audience data to then identify what broadcast stations and broadcasting schedules best reach the target audience of parents with young children.

### Weather Reports in the 18 High-Incident States/Four Highest-Fatality Markets

Weather reports in the 18 high-incident states and the four highest-fatality markets in those states will deliver together 11.3 million impressions.

The use of iHeart's Total Traffic & Weather Network with a massive in-vehicle/driver focus will increase the weight levels in the 18 key states and the four highest-fatality markets (Dallas, Houston, Miami and Phoenix). The weather/traffic report starts with a :05 billboard announcing, "This report brought to you by NHTSA." The weather report immediately follows. Ending the segment is a :15 Heatstroke campaign message. In this way, the NHTSA Heatstroke campaign message is wrapped around content that is contextually relevant to the message.

### iHeartMedia Added-Value Portion

#### Bonus Weight on Premiere Networks

The bonus weight will deliver almost 9.7 million impressions reaching parents of young children; this weight will be spread throughout the on-air weeks within the advertising period.

#### Audio Tweets

These :05 tweets, or adlets, will run on July 1, 2020, in the top DMA in 46 states where this inventory is available. Due to the number of markets, these adlets will deliver a total of just over 23 million impressions.

These messages are very short—the broadcast equivalent of a tweet. A big advantage of adlets is they are embedded into programming and not put into commercial breaks. The result is these short ads can have an impact beyond their length when it comes to reinforcing the campaign message.

### **The Weather Network in 18 Key Markets on July 1**

This effort focuses on the launch of the campaign and will run in the key high-incident 18 states on July 1. The effort will use :15 reads and deliver 886,000 impressions.

### **News Stories on News/Talk Stations**

This national effort will deliver over 6 million impressions via live-read or recorded messages made to sound live balanced across DMAs throughout the country. These messages will be placed in each market's weather report.

### **Morning Broadcast TV**

This live-read television effort in 15 DMAs within the 18 high-incident states will run on 21 broadcast TV properties and deliver 12.6 million impressions.

iHeart's Total Traffic & Weather program receives a :10 spot that airs adjacent to the local newscast as it goes to break before the commercial stop set starts or as programming starts after the break. Most inventory airs during the morning news segment to reach parents before they head out for the day.

### **Weather Network In-Content**

NHTSA creative will run nationally on iHeartMedia properties within the weather segment and will deliver nearly 3 million impressions.

### **Weather Network Bonus in 18 High-Incident States/Four Highest-Fatality Markets**

This added-value effort runs in conjunction with the paid effort described above and will deliver an additional 747,000 impressions.

### **Produced Content Feature**

Heatstroke messaging will be delivered by an influencer who will voice his/her support of the campaign. iHeartMedia and their influencer will use their creative expertise to ensure the message is crafted to sound authentic. The result will be content highlighting the urgency of the Heatstroke message. Following the broadcast of this influencer's feature, the :30 Heatstroke spot will run. This effort is estimated to deliver just under 18 million impressions.



## Dualcast of SmartAudio & Weather Network

These two dualcast opportunities will deliver 6.2 million impressions. Dualcasting extends the reach of the radio effort into the digital space by dualcasting the SmartAudio :30 unit and Weather Network :15 unit onto the stream or digital audio for that station. Impressions are indicated on the iHeartMedia stations only.

## Compass Media

The plan with Compass Media will deliver 36 million impressions. Ads will run from July 1 – September 6 during the highest time for heatstroke-related fatalities, complementing the iHeartMedia placement to extend the reach of the Heatstroke campaign message to additional terrestrial radio stations.

A number of music networks will be used as well as a network called the Heat Warning Network that will run only during the hottest portion of the day.

## Skyview Networks

The plan will also include Skyview Networks. Skyview, once known primarily for sports, has grown rapidly over the last few years, acquiring a number of affiliates/syndicates including:

- ▶ ABC Audio
- ▶ CBS Audio
- ▶ Nick Cannon Radio
- ▶ Jack-FM
- ▶ Skyview Sports

Supplemental radio weight will be scheduled nationally through Skyview's music platform but will utilize the unique opportunity surrounding current sports programming to reach the 18 high-incident states, as well as the four markets where the largest number of pediatric heatstroke fatalities have occurred.

The addition of Skyview will increase general market impressions by 15% while decreasing the CPM by nearly 15%. The general market plan with Skyview Network will deliver 58.6 million impressions.

The plan includes nationally placed radio via Skyview's Platinum Music Platform and Country Weekend.

CBS Top of the Hour will run NHTSA messaging during the heat of the day at 2 p.m. in all time zones.

A short-form programming sponsorship will include :15 second Heatstroke messaging during the shows “Health with a Heart” and “Doctor’s Orders.”

A pro-sports play-by-play 150-affiliate rotator will provide spots across potentially MLB, NBA, NHL and NFL teams, with a special focus on teams that are in the 18 high-incident states and four key markets.

Dana Cortez is a LatinX female host who appeals to Spanish and English language listeners, making her an excellent crossover program to have as part of the plan with affiliates in all 50 states and coverage of all 18 high-incident states.

### **Skyview Networks Added-Value Portion**

The bonus weight will deliver 14.5 million impressions through a mix of sports, music and personality programming. NHTSA messaging will be included across CBS Top of the Hour adlets, Country Top 40, Pro-sports play-by-play and Dana Cortez social media posts.

## **Hispanic Market Radio**

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The Spanish language effort will run using three networks: Entravision, Univision and Skyview Networks.

### **Entravision**

The plan with Entravision will deliver 24.5 million impressions using a combination of personality-focused programming, music networks and audio streaming.

The personality programming will use Alex Lucas and Armida y La Flaca.

**Alex Lucas** | The Alex Lucas show runs Monday – Friday from 6-10 a.m. His is the first-ever and longest running nationally syndicated Spanish-language morning show in the U.S., featuring positive and uplifting programming that attracts a family-oriented audience.

Lucas has 286,000 Facebook followers, 10,600 Twitter followers and 57,600 Instagram followers.

The plan on the Alex Lucas show will include :30 paid spots with added-value that will include bonus spots and social posts.

**Armida y La Flaka** | The Armida y La Flaka show airs Monday – Friday from 2-6 p.m. An empowering voice for women, these two personalities discuss a variety of topics about everyday life and share personal experiences to engage their audience and promote making a positive change in the community.

Armida y La Flaka have 173,000 Facebook followers and 45,000 Instagram followers.

The plan on the Armida y La Flaka show will include :30 paid spots with added-value that will include bonus spots and social posts.

### **Univision**

The plan with Univision will deliver nearly 37 million impressions using a mix of networks and soccer games via Futbol Liga Mexicana.

Also included will be the voice talent from the program BMF. BMF – El Bueno, La Mala and El Feo is a top-rated morning show with Univision. The key to their success is that their program delivers something no one else can—personal, local, native messages with the credibility that none other can claim.

### **Skyview Networks**

Skyview reaches the Spanish language market through Alpha Media Hispanic to efficiently reach both markets through a single network.

The supplemental plan with Skyview Networks will deliver 3.8 million impressions using a mix of Alpha Spanish music platform and sports programming.

### **Skyview Networks Added-Value Portion**

The Spanish-language added-value will deliver 944,590 impressions through a mix of music and sports programming.

# Digital

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The digital portion of the Heatstroke paid media campaign represents 35% of the total paid media budget, with 14.5% of the total digital budget allocated to the Hispanic audience.

## The digital flights will run as follows:

- ▶ Wednesday, July 1 – Sunday, July 5
- ▶ Monday, July 13 – Sunday, August 2
- ▶ Monday, August 10 – Sunday, August 30
- ▶ Monday, September 7 – Sunday, September 20

**Target Audience:** Parents aged 25-44 years old, with young children, who own a vehicle, skewing female

**Target Geography:** Key states are Alabama, Alabama, Arizona, Arkansas, California, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

**Total Digital Impressions:** 114.75 million (19.28 million Spanish impressions)

## General Market – Publisher Direct

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### Meredith – Parents.com

Meredith reaches 18 million parents aged 22-39 with children 6 years or younger in the household. Parents.com helps busy moms navigate the uncharted waters of parenthood and offers trusted advice in a familiar and understanding voice. All ads will be geotargeted to the 18 high-priority states.

The package includes various high-impact units, including: Halo Unit, Cross Screen Scroller and Run of Network.

**Halo Unit** prominently showcases NHTSA messaging through a premium and high-impact cross-device experience. The Halo Unit places the ad asset at full width atop the Parents.com page to capture viewers' attention instantly.

**Cross Screen Scroller** is a prominent placement in a premium, mid-article environment. This high-impact rich media unit reveals additional content automatically while the user is scrolling in the content they are consuming, allowing more content in feed without disrupting user experience. Since the ad is a larger ad unit and in the middle of the content the reader is consuming, the ad is in a viewable environment capturing their attention.

**Run of Network Display Package** includes targeted display ads in the target geography to other sites in the Meredith network including but not limited to Real Simple, Living, Shape, InStyle and Allrecipes. The target audience is adults with children aged 6 or under, in states with high child heatstroke fatalities. This data is Meredith's own readership data, ensuring that it is reaching those who fall into the demographic.

**Total Impressions:** 3.19 million

## Scary Mommy

With additional campaign funding available in 2020 compared to 2019, we are partnering with Scary Mommy, a leading source of parental advice to younger parents. The partner will use their voice in a PSA-style video, which will increase the impact of the Heatstroke messaging (in lieu of providing Heatstroke video creative). Scary Mommy is a leader in reaching Millennial moms and boasts 19.4 million site users, 17.4 million Facebook fans, 2.8 million Instagram followers and 300 million monthly video views on YouTube. Scary Mommy humanizes the mom experience and shows an authentic view of what it means to be a mom, creating a connection with their audience. This authenticity results in Scary Mommy enjoying eight times higher engagement than similar publishers on Facebook.

The Scary Mommy package includes:

- ▶ Sponsored episode of Momsplained
- ▶ Sponsored article on Scary Mommy
- ▶ The Dad sponsored Instagram story

**Sponsored episode of Momsplained** includes sponsorship and the Heatstroke message tie-in to one of their most popular editorial video series. Momsplained talks directly to the Scary Mommy audience through a series of tips on how to tackle everything motherhood sends your way. Each episode averages 5 million organic impressions. The concept for Heatstroke will be "Car Hacks Every Mom Should Know" and will include tips on car safety, especially how to prevent child vehicular heatstroke. Examples will include keeping a stuffed animal on the passenger seat to remind them that their child is in the car, or to keep their purse/briefcase or phone in the back seat next to the child, so they have to go to the back seat to get it and see their child before leaving the car.

**Sponsored article on Scary Mommy** includes an article on Scary Mommy that will be "Look Before You Lock and 4 Other Safety Tips for Driving with Your Kids." Since most parents have a million things on their mind, and are not always in the moment, the article will be a list on how to slow down and keep their families safe, even when the car is parked. With a tone that is positive and informative, they will seamlessly integrate key safety tips and stats from the Heatstroke messaging. Paid media will be used to boost the article, which is provided as **added value**.

To reach fathers, Scary Mommy's sister (or brother) publisher – **The Dad** – will be utilized through a **sponsored Instagram story**. This story will also incorporate the Heatstroke messaging to reach **The Dad's** following. The story will have 8-10 tiles, with two of them branded by NHTSA and the Heatstroke campaign. **The Dad** has a following of 1.3 million on Instagram and has had posts shared by Seth McFarlane, Tony Hawk and Stephen Colbert.

**Total Impressions:** 8.3 million guaranteed paid impressions across package

## Streaming Audio Plan

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To reach parents through audio when they are most likely in their vehicle with their young children, we will be using Spotify and Pandora.

To ensure that we are reaching parents during one of the last touchpoints, we will be utilizing In-Car inventory through Spotify. The app can sense when someone is driving or in their vehicle and the ads will appear to parents with children under 6 years old.

Since there is limited inventory for this on Spotify, the campaign will run during 7AM-6PM day parts and mobile-only to increase reach to the target audience listening to audio in a vehicle where the Heatstroke message can carry the most impact.

**Total Impressions:** 15.4 million (2.7 million Spanish impressions)

## Programmatic / Amazon Display

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Programmatic display will be leveraged to increase reach and frequency at scale. Display creative will be served to the target audience through The Trade Desk, and display ads also will be served through Amazon to reach those who are purchasing items related to caring for young children. Undertone is a high impact programmatic partner that uses premium inventory to deliver engaging larger-format ads. Undertone will be used to deliver more of the Heatstroke messaging through interactive ads that include facts on the dangers of leaving a child alone in the car.

Through The Trade Desk and Undertone, weather triggering will also be leveraged to target those with children in the household when temperatures reach 85 degrees and above. On Undertone, the creative will change automatically to create a larger sense of urgency to check their vehicles. Multiple ads are created by Undertone as added value, based off NHTSA's Heatstroke assets.

Amazon's proprietary search and purchase history will be leveraged to reach those people who buy or are searching for products for their baby, infant, toddler or young children. These items can include but are not limited to diapers, formula, children's clothing and food. Amazon ads reach these audiences through not only Amazon-owned sites, but also leading publisher sites purchased programmatically.

**Total Impressions:** 50.76 million (11.09 million Spanish impressions)

## **Paid Social**

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To drive maximum exposure of the Heatstroke message during the campaign, we will promote content on Facebook, Instagram and Twitter measuring reach and impressions on the platforms. We will leverage user engagement (video views, post reactions reactions, comments and shares) as indications of strong performance as well.

The total paid social budget for the Heatstroke campaign will be allocated among the three platforms, with 10% allocated for Twitter and 90% of the budget allocated to optimize between Facebook and Instagram placements based on user reach and engagement. We will continue to focus most of the budget on English speakers with 85% allocation and use the remaining 15% to promote messaging to Spanish speakers. Within the audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget. The campaign will be optimized toward reach to ensure that the maximum number of impressions are served at the lowest available cost.

**Total Impressions:** 37.10 million (5.49 million Spanish impressions)

**Total Reach:** 3.68 million (536K estimated Spanish reach)

# Target Impression Summary

Channel	Media Partner	Target Impressions
Radio	iHeartMedia	228,584,983
	Compass Media	36,123,300
	Skyview	73,105,970
	Skyview Hispanic	4,815,610
	Entravision	24,526,000
	Univision	36,944,000
Digital (Direct)	Scary Mommy	8,304,536
	Meredith – Parents.com	3,197,917
Streaming Audio	Spotify	6,195,774
	Pandora	9,280,710
Programmatic Display	Amazon	18,777,778
	The Trade Desk	21,586,000
	Undertone	10,401,725
Social	Facebook, Instagram, Twitter	37,103,334
	<b>GRAND TOTAL</b>	<b>518,875,637</b>



## Glossary

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### Television

**Linear TV:** Television service where the scheduled program must be watched at a specific time and on a specific television channel.

**Programmatic TV:** A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

**Synched:** Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

**Connected TV (CTV):** Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

**Over-the-Top (OTT):** A device connected to your TV distributing streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

**TV Everywhere:** A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription you can download the ESPN Watch APP and watch ESPN programming on your computer, table or phone – everywhere.

### Radio

**Terrestrial:** Any radio signal that travels along the land, is broadcast from a land based station and is received by land based receivers (AM/FM radio).

**Audio streaming:** Delivering real-time audio through a network connection.

## Digital

**Second Screen:** A mobile device used while watching television, especially to access supplementary content or applications.

**Programmatic Digital:** Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

**TrueView:** A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

## General

**Flight:** Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

**Reach:** The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

**Frequency:** The number of times you touch each person with your message.

**Audience Targeting:** Using data points to target specific segments of the population based on their demographics, interests and behaviors.

**Native Advertising:** A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.